

M.L. Dahanukar College of Commerce

Teaching Plan: 2022 - 23

Department: BAMMC

Class:

FYBAMMC

Semester: 1

Subject: EFFECTIVE COMMUNICATION

Name of the Faculty: Rashmi Warang

| Month | Topics to be Covered | Internal Assessment | Number of Lectures |
|--------------|---|----------------------------|---------------------------|
| September | Module I Introduction to communication- The concept of communication, Types of communication, Oral communication and media, Listening skills | | 16 |
| October | Module II Reading –English , Hindi or Marathi Types of reading , Various aspects of language, Grammar and Usage. | | 16 |
| November | Module III Thinking and Presentation Thinking, presentation | | 08 |

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| December | Module IV Translation Introduction to Translation, Interpretation, Role of Translator | | 08 |
| | | Total | 48 |

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M.L. Dahanukar College of Commerce

Teaching Plan: 2022 - 23

Department: B.A.M.M.C

Class: FY B.A.M.M.C.

Semester: I

Subject: Fundamentals of Mass Communication.

Name of the Faculty: Mrunmayi V.

| Month | Topics to be Covered | Internal Assessment | Number of Lectures |
|-----------|---|---------------------|--------------------|
| September | Importance of mass Communication, Forms of mass Communication, Electronic , digital, Models of communication, Gerbers, Gatekeeping, Hub, Kirtan, Davandi, Povada, Electric to electronic. | | 16 |
| October | Digital Communication, Traditional and Folk media, Books , Magazines, newspapers, Television, Radio, Films, Internet, Impact of mass media on Society, Social Impact, Political Impact, | | 16 |
| November | Economic Impact of Mass media, Development Impact, Impact of mass media on education, Children, Women, Culture, Youth, Development. | | 8 |

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| December | Elements of new media, Features of new media, Challenges and future prospects. | | 8 |
| | | | 48 |

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M.L. Dahanukar College of Commerce

Teaching Plan: 2022 - 23

Department: B.M.M./ B.A.M.M.C. Class: F.Y. B.A.M.M.C. Semester: I

Subject: HISTORY OF MEDIA

Name of the Faculty: Sanskruti S.

| Month | Topics to be Covered | Internal Assessment | Number of Lectures |
|-----------|--|---------------------|--------------------|
| September | <p>EVOLUTION OF PRESS IN INDIA</p> <p>a. Newspaper – the rise of the voice of India during British rule</p> <p>b. India's Freedom Struggle and Role of Media</p> <p>c. Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of India</p> <p>d. Press during the Emergency Period</p> | | 12 |
| October | <p>HISTORY OF INDIAN LANGUAGE PRESS IN INDIA</p> <p>a. Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers)</p> <p>b. Regional Press and its popularity of Indian regional languages in various regions</p> <p>c. Vernacular Press Act 1878</p> | | 10 |

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| November | <p>HISTORY OF DOCUMENTARIES AND FILMS</p> <p>a. Genesis of documentaries and short films, (screening of few documentaries is essential- like Hindustan Hamara, Zalzala, The Vanishing Tribe)</p> <p>Role of Documentarians - P V Pathy, D.G.Tendulkar, H.S.Hirlekar, Paul Zils and Fali Billimoria Anand Patwardhan</p> <p>b. Evolution of film making in India - brief history, Photography to moving films</p> <p>c. Origin of Hindi cinema</p> <p>d. Origin of Short films to what it is today, role of YouTube and WhatsApp</p> <p>e. Great masters of world cinema</p> | SUBMISSION OF INTERNAL ASSIGNMENT | 12 |
| December | <p>HISTORY OF RADIO AND TELEVISION IN INDIA</p> <p>a. Radio & Television as Mass Media</p> <p>b. Radio and Television Broadcasting</p> <p>c. The beginning of Radio and Television Shows</p> <ul style="list-style-type: none"> • A New Era in Broadcasting in India • Satellite Television & Privatization in Broadcasting • Advertising in India <p>d. Internet Protocol Television</p> | SUBMISSION OF INTERNAL ASSIGNMENT | 14 |

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| | <p>ROLE OF MEDIA ICONS IN THE HISTORY OF INDIAN MEDIA:</p> <ol style="list-style-type: none">1. Raja Rammohan Roy2. Bal Gangadhar Tilak3. M.K. Gandhi4. B.R. Ambedkar5. K.P. Kesava Menon6. K.C. Mammen Mapillai7. Maulana Abdul Kalam Azad | | |
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ADV. SMITA JAIN

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M.L. Dahanukar College of Commerce

Teaching Plan: 2022 - 23

Department: BAMMC

Class: FYBAMMC

Semester: I

Subject: CURRENT AFFAIRS

Name of the Faculty: Pushkaraj Arte

| Month | Topics to be Covered | Internal Assessment | Number of Lectures |
|--------------|--|--|---------------------------|
| September | 3 political stories of national importance, political leaders, dominating economic and environment news stories. | Class Test | 8 |
| October | Ministries of Government of India ministry of Home affairs, communal tension, tension in Jammu and Kashmir, Central government projects and policies | PPT Presentation Current national issue | 16 |
| November | Security council, UNO, conflicts and issues of international importance, news, political parties and political leaders of Maharashtra | PPT Presentation Current international issue | 8 |

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| December | Mobile application for journalists, artificial intelligence, digital gaming industry and digital gaming in India | The Project: On any current issue | 16 |
| | | Total | 48 |

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M.L.Dahanukar College of Commerce

Teaching Plan: 2022 - 23

Department: B.A.M.M.C.

Class: F.Y. B.A.M.M.C.

Semester: 1

Subject: Foundation Course 1

Name of the Faculty: Siddhi K.

| Month | Topics to be Covered | Internal Assessment | Number of Lectures |
|-----------|---|---------------------|--------------------|
| September | Unit 1 – overview of Indian society | 2 assignments | 16 |
| | Unit 2 – concept of disparity 1 | 2 assignments | |
| October | Unit 3 – concept of disparity 2 | 2 assignments | 16 |
| | Unit 4 – Indian constitution | 1 assignment | |
| November | Unit 5 – aspects of political process | 3 assignments | 14 |
| December | Unit 6 – growing social problems in India | 3 assignments | 14 |

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Teaching Plan: 2022 - 23

Department: B.A.M.M.C.

Class:F.Y. B.A.M.M.C.

Semester: Sem I

Subject: Visual Communication

Name of the Faculty: Rashmi W.

| Month | Topics to be Covered | Internal Assessment | Number of Lectures |
|-----------|---|--|--------------------|
| September | Introduction to visuals, History of visuals, 1. History and development of Visuals 2. Need and importance of visual communication 3. Visual Communication as a process and as an expression, Language and visual communication 4. Visible concepts • Plans and organisational charts • Maps • Chronologies 5. Invisible Concepts • Generalisation Theories • Feelings or attitudes Theories of visual communication, a. Gestalt b) Constructivism c) Ecological | Topic based assignments and class presentations on sub topic | 12 |
| October | Theories of Visual Communication, Colour Therapy, Class test , Tools of visual communication 1. Color theory 2. Psychological implications of color 3. Colors and visual pleasure 4. Elements of Design 1. Painting & Photography 2. Film & Television, Documentaries, Script writing & | Topic based assignments and class presentations on sub topic | 12 |

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| | visualization 3. Comics & Cartoons, Digital Images, Animation & VFX 4. News Papers, Advertisements, Photo Journalism 5. Folk & Performing Arts , Theatre | | |
| November | Visual communication in the age of social media and revision 1. Ethics 2. Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.) | Topic based assignments and class presentations on sub topic | 10 |
| December | 3. Audience Behavior 4. Citizen Journalism, Going Viral 5. Visual stereotyping in social media | | 12 |

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